

SS.Li 1: 994

CORE
520

MISSOURI

STATE LIBRARY

1994 ANNUAL REPORT

RECEIVED
By JUN 29 1995
MSSC
STATE DOC



REBECCA McDOWELL COOK

SECRETARY OF STATE

Z
732
.M82
A655
1994

A Message from the Acting State Librarian

The past year has seen many changes in the State Library's administration. These have not affected our determination to provide the best possible library service to the people of Missouri.

The proliferation of information in both traditional and new formats points to the need for effective library service in our communities. We have reached the point where most people in Missouri cannot hold a job, operate a business, or maintain a comfortable standard of living without information. We need to think critically and solve problems in all aspects of our lives merely to survive. These skills are largely dependent upon free and ready access to, and the productive use of, information.

Libraries in the coming years will be dramatically different technically, but the traditional roles that libraries and librarians have played will continue and be strengthened. The organizing, interpreting, and teaching skills of librarians and their proven commitment to equality of public service will be essential to ensuring each Missourian's ability to obtain the information he or she needs to lead a fulfilling life.

We look toward the future with the expectation that libraries will enlarge their role as a major cultural and informational force in our society.



A stylized, handwritten signature in dark ink, likely belonging to Dr. Stanley A. Gardner.

Dr. Stanley A. Gardner
Acting Missouri State Librarian

Reference Services

The State Library's Reference Services Division provides reference and information services to state agency personnel, including the legislature, the offices and staff of Missouri's elected officials, and the general public. The division is best described as a special library serving government interests. Its service initiatives are aimed at the state government worker and the work-related information needs experienced in state offices. The staff rely on the entire Missouri library community, and especially the academic libraries of the state, to provide the range of materials needed by state employees in the course of their work. The State Library uses interlibrary loan on a widespread basis to provide materials in many specialized subject areas. Most of the books and journals in the State Library's collection are in the broad social science categories.

The public information desk is available from 7:30 a.m. to 5:00 p.m., Monday through Friday, throughout the year. The general reference service offered to walk-in visitors, and to telephone and fax users, operated with six employees during 1994.

Emphasis continued during 1994 on promoting and offering easy access to the library's journal and periodical collections. The number of active periodical subscriptions stood at 404 at the end of December. There were 21 newspaper subscriptions, as well as duplicate subscriptions to most of the major city papers for use in the library's daily newspaper clipping service, *Keeping up*.



Total number of recorded inquiries made by the public at the information desk during 1994 – 5,984.

Service to State Government

Each month, the Reference Services staff produce the bibliography *Info-To-Go*. This service remains one of the most important methods of promoting use of the journal collection, especially among agencies having training and development units. Each issue contains between 70 and 80 article citations covering a wide range of subject areas. Especially popular among all agencies are the selected articles dealing with management and personnel issues. State employees have the option of using the bibliography as an awareness and information service for in-library use, or they may select and request reprints of various articles from each issue.

State employees made 18,311 requests for reprints from the various monthly issues of *Info-To-Go* during 1994. More than 800 state employees currently receive the publication, whose mailing list is revised constantly as employees enter and leave state service.

A more specialized service, offered mainly to researchers and information units within the state agencies, is the "table of contents" routings from selected periodicals. Researchers can request to receive, on a regular basis, each table-of-contents for specialized subject journals received at the State Library. This service allows agency staff to keep current with new research and literature without the agency hav-

ing to maintain its own departmental journal collection. State agency researchers may select up to 10 journals for which the contents pages are sent by interagency delivery. Employees may then select reprints of articles in which they have an interest. More than 180 researchers currently use this service, although larger numbers of agency staff see the contents pages as they are routinely routed within agency offices and work units. The number of routings for 1994 was 14,093 contents pages. These resulted in 5,104 articles being requested and supplied as reprints to individual researchers.

Staff use of commercial online databases continued to remain somewhat stagnant during 1994 as the national database vendors continued to go through changes and a steep inflationary period. The staff have had access to, and made thorough use of, both the BRS Online Service and the DIALOG files. Staff continued to use these sources on a limited basis during 1994. A total of 180 computerized literature searchers were recorded for agency staff during 1994.

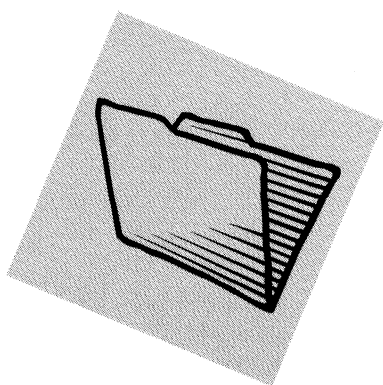
The Reference Services Division became connected to the Internet global network in late 1993. During 1994, the division improved its equipment and ability to connect with Internet, and began the task of staff training to assure that critical units had Internet connectivity in order to serve government researchers. Divisional staff began to explore access to the thousands of public databases, electronic newslists, and information/discussion groups. Staff attended formal training sessions conducted by the MOREnet organization, and continue to look for ways to integrate Internet resources into the routine reference and informational services offered to state government. Staff have begun to use Internet to download information on a number of topics before printed publications are generally available. A number of divisional staff are participants in the local state agency Internet users group, which has offered increased networking activity with personnel from other agencies and promoted a more knowledgeable service and document delivery to library users.

The Reference Services Division has continued to improve its various computerized services through purchase of CD-ROM products for both staff and patron use. During 1994, the library added three significant CD-ROM databases which have proven to be of great benefit to staff and walk-in users. Three *InfoTrac* databases added to the service are: *Academic Index*, *Health Index*, and *Business Index-Academic Edition*. *Academic Index* provides easy access to the indexing of more than 150 journals, magazines, and newsletters in the health, fitness, nutrition, and medical fields, plus abstracts of articles from professional medical journals written in lay language. *Business Index-Academic Edition* contains indexing of more than 850 business, management, and trade journals plus the current edition of *The Wall Street Journal*, and the business and finance sections of *The New York Times*.

The Reference Services staff have taken training to improve their skills in accessing information on the Internet. Staff now integrate Internet resources into their routine services to state government.



Reference Services



The interlibrary loan staff send requests to public, academic, and private libraries around Missouri and across the United States.

Late in 1994, the Reference Services staff participated in the annual preparation of "Info-Packs" for the 1995 legislative session. These "Info-Packs" include up to a dozen or more articles containing both pro and con material on issues which will likely be addressed by the 1995 legislative session. The topics are suggested by staff from House and Senate Research units. Info-Packs are distributed to legislators and their staffs by the Legislative Library located on the third floor of the Capitol building. Topics for 1995 were: Assisted Suicide, Campaign Finance Reform, Domestic and Family Violence, GATT, Gun Control, The Internet, Job Training and Workforce Preparedness, Juvenile Justice Reform, Managed Health Care Plans, Poverty Issues, School Desegregation, School Violence, and Welfare Reform. This has been an annual activity since 1978.

Interlibrary Loan

The interlibrary loan office continued to be a key element in the State Library's Reference Services program during 1994. Requests for materials not owned by the State Library are made daily and need immediate attention if the materials are to be received in a timely fashion by agency personnel. The interlibrary loan staff have an excellent record for prompt delivery of items which they locate. During 1994, the interlibrary loan staff handled 2,976 incoming requests from libraries around the state and nation. They received 551 individual letters requesting loans of State Library materials, and sent out 3,380 requests from state agency personnel for needed books and journal articles. The interlibrary loan office remains an active OCLC-interlibrary loan user; office staff did the majority of the 7,021 searches for records during 1994. The interlibrary loan office continues to handle the online updating of the State Library's periodical holdings in the computerized *Missouri Union List of Serial Publications*.

The fill rate for interlibrary loan requests sent out during 1994 was 95% for state agency staff requests, which totaled 3,377 items. The top five agencies using the State Library's interlibrary loan services were: Department of Health, Department of Natural Resources, Department of Social Services, Department of Mental Health, and Department of Conservation. The library spent more than \$2,440 to purchase journal reprints for agency personnel through interlibrary loan. The interlibrary loan staff consists of two FTEs.

Acquisitions

There was an increase in the number of books and periodicals purchased by the State Library during 1994. The library's emphasis on journals and periodicals in recent years has by necessity seen a decline in the annual numbers of books purchased and cataloged. Most hard-

back books purchased go into the reference collection. The library purchased and cataloged 607 titles during 1994. The increase in the materials budget was used to increase the serials collection for the 1995 calendar year.

Technical services staff completed in late 1994 a revision of the *Union List of Jefferson City Periodicals & Newspapers*. This index lists all the periodical holdings of the State Library, Missouri River Regional Library, Supreme Court Library, and the Legislative Research Library. Two FTE handle the library's acquisitions function.

Federal Documents

A key element in the Reference Services Division is the federal documents depository program in which more than 158,331 federal documents are housed in the State Library. The rise of the electronic format is somewhat changing the complexion of the documents received and the technology needed to utilize them. Documents processed during 1994 have shown a 263 percent increase in CD-ROMs, a 30 percent increase in paper, a four percent decline in microfiche, and a 53 percent decline in disks. The federal documents office acquired during 1994 a personal computer with DOS and Windows applications, fax-modem, dot matrix printer and laser printer in order to provide a full range of depository activities, as well as Internet back-up services. The federal documents office provides access to the collection through a CD-ROM based indexing service, MARCIVE GPO CAT/PAC, which covers the period July 1976 to the present.

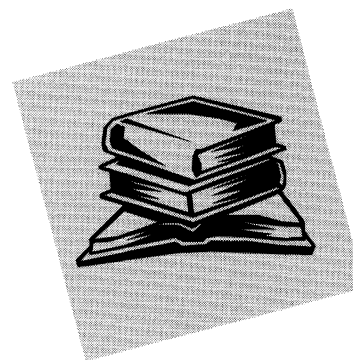
During 1994, two electronic depository items were selected: GPO Access and the Federal Bulletin Board. The GPO Access provides full-text database online searching of the *Federal Register*, *Congressional Register*, *Congressional Record*, *History of Bills and Resolutions*, *Public Laws*, and *The U.S. Code*. This online access provides timely updates and improved indexing for these databases. Paper documents are still being received on all of the above titles in the State Library.

The Federal Bulletin Board provides a single source for federal agencies to distribute their information via electronic forms. The Federal Documents office operated with two FTE during 1994.

State Documents

State documents have been an important part of the reference services collection at the State Library since the early 1970s. The library's goal is to acquire and provide reference access and circulation to all Missouri state agency publications intended for public distribution. Included in the collection are annual reports, statistical reports, program documents, newsletters, promotional magazines, and all other publi-

At the end of 1994, the State Library collection included 80,948 cataloged books, 404 journal subscriptions, and 21 newspapers.



Reference Services

cations produced for the agencies to inform the public. The collection totals some 46,331 cataloged and fully accessible documents. The State Library also handles distribution of selected state documents through the State Publications Depository Library Program. Some 40 libraries participate in this statewide program: 13 are designated as full depositories and receive a copy of each item handled in the program, and 27 others are designated as partial depositories and receive only selected items. The State Library made 25 shipments to the depository libraries during 1994, including legislative bills and journals. The cost of these shipments totaled \$2,894 for the 1994 shipments. The state documents program operated with 1.5 FTE during 1994.

State Census Data Center

The Missouri State Census Data Center (MSCDC) provides current census statistics to library users within state government and the general public. During 1994, the center distributed demographic and socio-economic data from the Census Bureau and economic data from the Bureau of Economic Analysis. Other statistical data were provided from federal agencies such as the Department of Education, the Department of Health and Human Services, and the Department of Labor.

The Census Data Center maintained contacts with its affiliate network and supplied census data at the outstate local level. Various print volumes and CD-ROM products were distributed to network members by the Data Users Services Division of the Bureau of the Census.

A highlight of 1994 was the initiation of a special cooperative project with the Missouri Department of Elementary and Secondary Education, the Missouri Tax Commission, and the Geographic Resources Center of the University of Missouri-Columbia. This project, when completed in 1995, will have resulted in a digital database file of official Missouri school district boundary maps which can be updated on an annual basis.

Training continued to be at the forefront as the Census Data Center core group offered a series of one-day workshops, hosted by local regional affiliates throughout the state. These regional workshops provided information about census products, as well as other statistical products, and introduced examples of how to use the data for grant proposals, community development, economic planning, and business marketing.

In addition to Internet training aimed at improving access to Missouri's census data products, staff provided training for specific Census Bureau CD-ROM products through a series of workshops jointly sponsored with the Library Development Division.



Census Data Center staff answered more than 1,100 requests for information, data, or Census Bureau or OSEDA (Office of Social & Economic Data Analysis) products in 1994.

The Wolfner Library provides a public library service, without charge, to eligible individuals and institutions throughout Missouri. Anyone, of any age, is eligible for this service who is unable to use standard print materials due to physical limitations, whether permanent or temporary. Wolfner is Missouri's regional and only library outlet in the National Library Service, the Library of Congress' cooperative, national network of libraries serving the blind and physically handicapped.

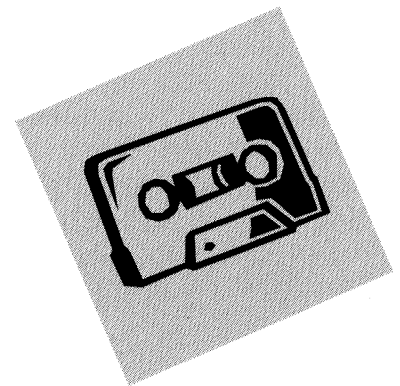
Services to library users include: readers advisory; reference and research; access to nonprint collections nationwide via interlibrary loan; children's services, including a summer reading program; information referral, including consulting with other agencies serving the handicapped; loan of recorded and braille books and magazines; loan of playback machines for use with the recorded books; catalogs announcing new books and magazines; subject bibliographies; and a patron newsletter. All materials and machines loaned are mailed "Free Matter" (at no charge) both to and from library users. Wolfner's circulation system, including book and periodical holdings, patron records, and machines' inventory, has been automated since 1977.

The Wolfner Library division's staff include: a director (regional librarian), a service librarian (assistant director), a children's librarian, a reference librarian, four reader advisors, four program coordinators, one administrative assistant, and six clerks, making a total of 18.5 permanent FTE. Notably, the legislature and the Governor added three of these staff in 1994. Most of the staff have work responsibilities bridging more than one area of service. The library staffing is still less than the 22 FTEs employed in 1978 (when there were approximately one-half the number of patrons) and less than the 36 FTEs recommended by minimum standards for the library service. Due to this "deficit" staffing, six temporary, contractual, staff continue to be utilized (with federal funds) to assist with essential circulation services.

Public education about the library service continues to be an emphasis to reach the estimated 60,000 individuals who are not using the library. This is accomplished through staff giving educational presentations around the state, e.g., at the annual convention of the National Federation of the Blind, or Missouri Council of the Blind forums; through exhibits, e.g., at the Missouri State Fair; and through special efforts, e.g., the brailling and recording of statewide election information.

Retention of patrons using the service is also an emphasis. This is accomplished through efforts like the summer reading program for children, which encourages young people to read and use the library throughout their lives. Another effective program is the library's consumer advisory council, which provides staff with regular input and insight for setting program directions. The Friends of the Wolfner Li-

Wolfner staff responded to 198,062 inquiries from library users for information, reading materials, machines, or other services in 1994. This constitutes an average of 802 inquiries daily.



Wolfner Library

brary also provide support to the library program through fundraising and dedication to the improvement of the library service.

1994 Wolfner Library Services Statistics

Circulation

Books and magazines "checked out" (mailed to users)	463,053
Direct mail magazines "checked out"	84,800
Total materials "checked out"	547,853
Books and magazines "checked in" (returned from users)	445,274
Total Materials Circulated	993,127

Book Collection

	Added '94	Lost	Total 12/31/94	% inc.
Braille (titles)	584	84	12,284	+ 4%
Cassettes (volumes)	29,452	8,934	291,948	+ 7%
Disks (volumes)	5,473	8,198	69,544	- 4%
Large Print (volumes)	0	2	485	- 1%
Total Collection	35,509	17,218	374,261	*av. + 1.5%

*Average and total collection figures also include books weeded and/or lost from the collection.

There were 18,742 total user-initiated contacts (by phone, mail, visiting the library, answering machine); this averages 76 daily contacts

A total of 18,336 machine inquiries and transactions were completed in 1994 – an average of 74 per day.

An average of 2,218 books and magazines were "checked out" daily in 1994 and an average of 1,803 were "checked in," for a daily average of 4,021 materials processed in circulation services.

Interlibrary Loan

Interlibrary loans ordered for users	252
Interlibrary loans provided to other states	13

Machines

	Cassette Players	Record Players	Combination Players	Totals
Loaned to new users	1,586	173	2	1,761
Replaced for users	2,313	256	35	2,604
Inventory, 12/31/94	14,490	4,706	104	19,300

Readers Advisory

Active users net total, 12/31/94	14,368
New users added during 1994	1,667
Users status changes (decreased, transfers out-of-state, etc.)	94
Title requests processed for users	169,576

Reference

Reference searches for users	1,968
Information referral inquiries answered	2,904

Tape Duplication

Books and magazines duplicated for users = 633 titles into 5,580 cassettes.

Books repaired for users = 11,017 titles with 22,271 cassettes.

Technical Services

Total books and magazines processed	37,260
Braille	1,167
Disks	4,520
Cassettes	31,573
Large Type	0

An average of 20 research and information referral inquiries were responded to daily.

A total of 27,852 books and magazines were duplicated, tested, or repaired, averaging 113 items daily.

A Library at my door



The total 37,260 materials processed represent an average of 151 books and magazines cataloged and accessioned daily.

Free Library Service for Blind and Physically Handicapped People

Wolfner Library for the Blind and Physically Handicapped
P.O. Box 387

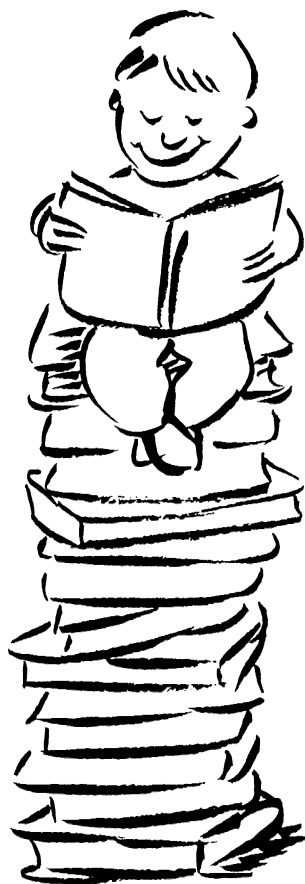
Jefferson City, MO 65102-0387

Telephone: 800-392-2614 or 314-751-8720

Library Development

The State Library offers the following services through the Library Development Division:

- Continuing education through the summer Library Skills Institute and periodic workshops and conferences.
- Individual and field consulting on a variety of topics.
- A statewide summer reading program.
- Assistance with development of LSCA grants.
- Maintenance of statistical data to support federal LSCA requirements. This information is reported to all Missouri libraries in the annual *Directory of Missouri Libraries*.
- Scholarships for study leading to a master's degree in library science.
- Coordination of statewide projects in computer services, reference, large print, film and video, and interlibrary loan.



Chris Demarest, a well-known children's illustrator, created the artwork for the 1994 statewide summer library program.

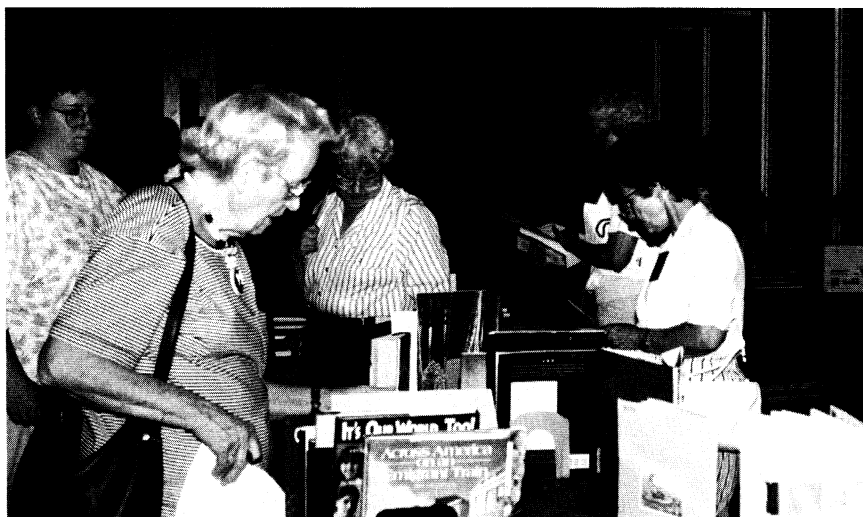
Continuing Education

The State Library's continuing education program was expanded to include a workshop for trustees and a series of workshops on collection development for small libraries. The summer institute program was offered for the fifth year. Children's and young adult services workshops included the one-day session, *Give 'Em All the Facts*, and the *Missouri Library-Head Start Partnerships*.

Six classes were conducted for the summer institute, which was held August 15-19, at Stephens College, Columbia. The institute attracted 119 library staff. In addition to the basic class, five advanced classes were offered: *Reference*, taught by Margaret Nichols; *Cataloging*, taught by Lynn Connaway; *Children's and Young Adult Services*, taught by Rebecca Bingham; *Library Administration*, taught by Diane Johnson; and a new course in *Collection Management*, taught by Mary Bushing. The *Collection Management* course was much in demand, and had an enrollment of 30 students. The basic class was also popular, enrolling 30 students. This class is conducted by Library Development staff and guest librarians.

Trustee Roundup, co-sponsored with the Trustees and Friends Council of the Missouri Library Association, was held September 17, in Jefferson City. The workshop focused on trustee responsibilities, trends and issues affecting trustees, and the public advocacy role of trustees.

As part of a State Library LSCA grant project to assist small libraries, a series of workshops, *Choosing the Best for Your Small Library: Collection Development Basics, Tools, and Tactics*, were offered at five sites within the state. Staff from 40 libraries attended programs at



Summer institute participants peruse a display of children's books. The institute was held at Stephens College in Columbia.

Moberly, Farmington, Lebanon, Rock Port, and Lamar. Guest speakers at each site shared their approach to collection development, meeting community needs, and weeding. Library development staff provided an introduction to basic review journals, standard bibliographies, and the general how-to process of developing collections; sample publications and vendor catalogs were available for review or distribution.

Children's and young adult services were the focus of two continuing education programs -- the one-day *Give 'Em All the Facts* session held in April, and regional workshop sessions for the *Missouri Library-Head Start Partnership*.

Reference services for children and young adults was the topic for the *Give 'Em All the Facts* program on April 28, in Jefferson City. Kathleen T. Horning, Cooperative Children's Book Center and Madison Public Library, gave the keynote address. Workshop presentations featured characteristics of reference service for children, hands-on evaluation of print and CD-ROM reference materials, and reference service developments in Missouri.

Five regional workshops were held to assist libraries and Head Start centers in exploring ways they can work together to enhance the literacy and learning of children and families. Missouri Library-Head Start Partnership sessions were held in Cape Girardeau, Springfield, St. Peters, Chillicothe, and Columbia. Staff from 22 libraries and 15 regional Head Start districts attended the sessions. The program was developed to extend the national Library-Head Start Partnership Project developed by the Center for the Book in the Library of Congress. The program used a video and manual provided by the Partnership Project, copies of which were provided to every participating library. The workshops provided a forum for learning about what libraries and Head Starts could offer each other, and served as a catalyst for planning local cooperative activities.

Library Development

Automation Services

Automation activities at the State Library have included preparing a final edition of the CD-ROM version of the Missouri Union Catalog (MCAT), receiving bids for an automated library system, training staff on the Internet, and involvement in the REAL project.

The final version of MCAT will be distributed in early 1995. This database has primarily been prepared by Brodart. Two hundred sixty-four public, academic, school and special libraries in Missouri participate in this program. The database includes more than 11.9 million holdings records and 4.5 million title records. Once the State Library has acquired its automated system, MCAT will be accessible through the Internet and by phone. Even though this is the last CD-ROM version of MCAT, any interested library can still apply to get CD-ROM disks and a manual.

The bid process for obtaining an automated library system began in 1994. The system will be implemented in 1995. It will contain modules that perform the basic library functions of circulation, cataloging, acquisitions, serials control, and a public access catalog.

Fifteen staff from the State Library attended the MOREnet training sessions for Internet usage during December. Sessions covered electronic mailing lists, file transfer, and searching for information using gopher servers. Staff found that "information" in this case also includes visual items such as space exploration photos from NASA and pictures from world-famous art galleries. Library catalogs from around the world are also available on the Internet.

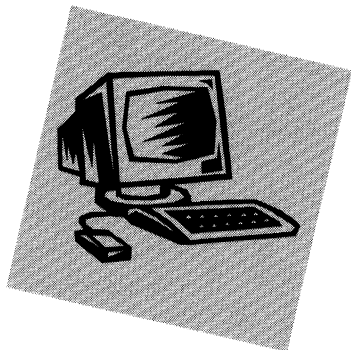
During 1994, the State Library and MOREnet launched the REAL project -- Researching Electronic Access for Libraries. This pilot project made the Internet available to 21 libraries, through direct or dial-up access. The goal of the project is an Internet connection for every public library in the state by 1998. See page 16 for more information.

Remote Electronic Access for Libraries (REAL) Project

The Project REAL mission is rather simple: All tax-supported public libraries will have the opportunity to be connected to the Internet via a cost-effective, size-appropriate connection. Through their library's Internet connection, the citizens of Missouri will have the opportunity to access electronic information for research, formal and continuing education, business, and recreation.

In collaboration with other publicly funded agencies, the project will strive to connect public libraries with each other and with schools and universities through the Internet to ensure that public libraries are the center of excellence for information service to their communities.

In order to carry out this mission, the following objectives were set



forth by the State Library:

- Extend the “information superhighway” to the local community level in Missouri by providing routine access to public service, civic projects, community information, and reference services via an Internet connection to the rest of the nation and the world.
- Provide a basis for interagency collaboration by laying the groundwork for wide-area networking of public libraries throughout Missouri. What cannot be accomplished by individual libraries can be done by working together.
- Lay the foundation for community information networks shared by institutions of higher education, high schools, elementary schools, public libraries, and government agencies.
- Enhance resource sharing by delivering a wide range of information services to libraries that could not otherwise afford them (full-text resources, online access to library catalogs, electronic reference materials) that will permit libraries to serve their communities faster and more effectively.
- Establish a new level of communication and coordination among libraries, librarians, and the people they serve.
- Train the Missouri library community in search tools, procedures, and access points for providing high-quality services through automation.
- Through their public libraries, *all* Missouri citizens will have the opportunity to share in the National Information Infrastructure. This means that no citizen of Missouri will be left out of the information explosion because they lack the financial resources to provide their own computer and modem. Libraries will provide patrons with access to information available through the Internet. Electronic mail is not considered within this definition of universal service.
- Large libraries and groups of small libraries will provide their own mail service to and from the Internet rather than relying on MOREnet. MOREnet will provide mail service only for those libraries in remote areas where shared resources are either not possible or cost effective.

Any tax-supported public library will be eligible to participate in the General Assembly-funded portions of the project. A tax-supported library is any library that is funded in whole or in part through either dedicated tax revenue, as in a property tax-supported library district, or the general revenue of a political subdivision of the state, as in a municipal library supported from the general revenue of the city. The tax support requirements for state aid eligibility also apply to this project's eligibility.

To date, 21 libraries have been connected to the Internet via a

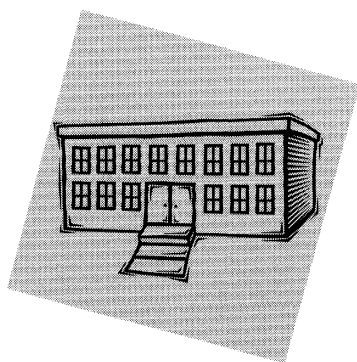
The REAL project has extended the reference resources of the Internet to small libraries across the state.

Library Development

MOREnet connection. Ten of the libraries obtain their connection via dial-up service through a toll-free or local number to a MOREnet modem pool. The remaining 11 achieve access through a 56 kbs dedicated data connection. This number will expand to 60 libraries next fiscal year.

In addition to an Internet connection, participating libraries receive the client software necessary to access the Internet, 16 hours of training (including food and lodging expenses), and access to the MOREnet Reference Desk where libraries can obtain help for their hardware and software problems, as well as assistance in locating information on the Internet. Participating libraries also have access to Info Trac 2000's 400-journal database and American Cybercasting's database of 28 newspapers and journals. These are both available online at no additional cost to project participants.

It is important to remember that the Internet connection is a tool and not an end in itself. An Internet connection will not magically fix problems within libraries, nor will it happen all by itself. The connection demands attention from staff members who must be trained and familiar with finding information electronically. Internet access must also be integrated into the overall service plan for the library so that the staff uses the connection wisely and expands the services available to their patrons.



State Library consultants are visiting 94 of the state's smallest libraries to review operations, ascertain service needs and concerns, and offer assistance.

Assisting Small Libraries

The State Library, with funds provided through a Title I LSCA grant, developed a project focusing on Missouri's smaller libraries in 1994. Smaller libraries, due to their limited financial resources or lack of professionally trained staff, generally do not utilize review journals or standard bibliographies in evaluating publications for purchase. The intent of the project was to increase familiarity with, and provide access to, appropriate support materials in developing library collections. The project consisted of three distinct components, each of which targeted libraries serving certain population levels:

- Five workshops were offered in October and November at selected sites around the state. Staff of libraries serving populations of 30,000 or less were instructed in the theory, rationale, and application of collection development techniques.
- Libraries serving populations of 17,000 or less had the opportunity to participate in a program that regularly routed current issues of selected review journals to them. The grant supports a one-year subscription period to these publications.
- Four regional deposit collections of selected materials were established within the state. These titles include standard and specialized bibliographies, as well as "how-to" manuals for evaluating, building, maintaining, and weeding collections. Also included

are titles dealing with general library management and administration. Interlibrary loan access to these regional deposit collections is available to all library staff in the state.

Consultancy Program

The division focused on improving consultant services for individual, and especially smaller, libraries. The state was divided into four geographic regions, and staff were assigned to provide services to each region. The consultant assigned to the Southeast region resigned early in the year, and has not yet been replaced. Another member of the consultant team has been providing services to libraries in that region on a temporary basis.

As part of the special program to assist small libraries, staff began conducting visits to each of the 94 libraries serving populations under 17,000. These visits will continue into 1995. Upon final program evaluation, a decision will be made whether to continue or build on the 1994 program. The consultant staff has developed a checklist of items to review with the staff at each of the libraries, so that similar information is gathered from each location. The data will then be entered into a database, which will be used to provide comparative information and statistics. This program should provide a better picture of the level of library services available from these libraries, as well as their service needs and concerns.

In 1993, an institutional consultant was added to the staff to provide assistance to state tax-supported special libraries and state agencies without libraries. This consultant made a good beginning in providing assistance to a neglected area, but was reassigned to the REAL project in September. During his absence, consultant services have been provided on an "as required" basis by other members of the division.

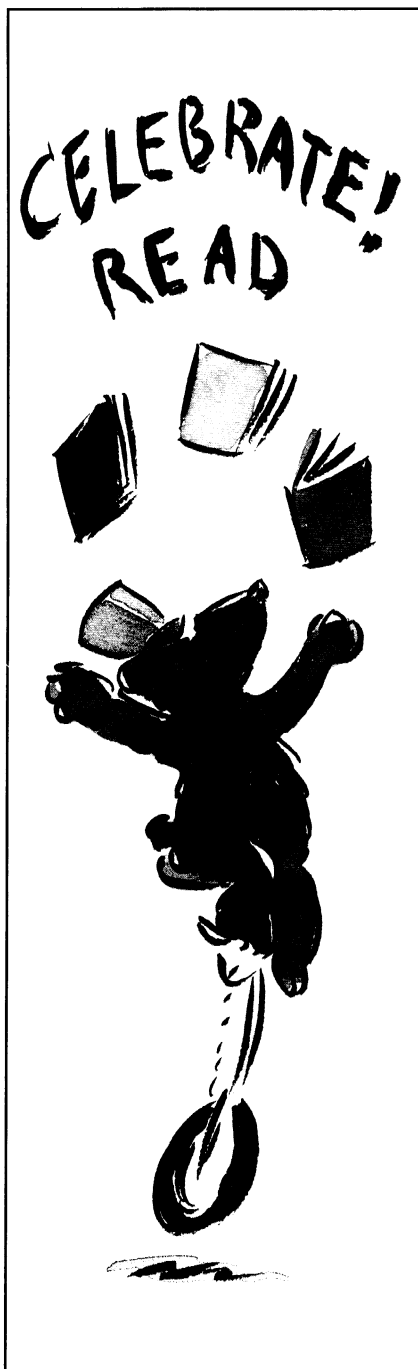
Staff received training in several areas to improve their capability to provide high-quality services. In May, staff attended the **TELL IT!** Institute on evaluating library programs and services developed by the University of Wisconsin School of Library and Information Studies. At this program, staff learned how to **T**alk about the vision, **E**xplore alternative approaches, **L**earn from what's happening, **I**ntegrate the project with ongoing services, and **T**hink about how it all worked. Staff have used the information from this program in consulting with libraries that are engaged in planning or evaluating services.

Two staff members attended a multi-state training session for the Library-Head Start Partnership Project, developed by the Center for the Book in the Library of Congress and the Association for Library Services for Children of the American Library Association.

Other training sessions for staff included Internet training, an Intellectual Freedom Institute, and basic WordPerfect® 6.0 training. Staff

Library Development staff are committed to the improvement of the services provided to libraries. Efforts this past year have focused on developing a team approach for the various service areas, improving skills of consultants, and improving the quality of consulting provided for individual libraries.

Library Development



*Summer reading program
bookmark by Chris Demarest*

have participated in two courses offered by the UMC School of Library Science: "Librarians as Teachers," and the "Downlinks for Excellence" distance education sessions focused on integrating technology, global diversity, and new education theory into library services for youth.

Youth Services

The Youth Services Office provided consultation with individual libraries, staff training, and coordination of statewide projects. Major projects included:

- Missouri Youth Library Program. *Celebrate! Read!*, the 1994 statewide summer reading program, reached 125,000 children through Missouri public libraries. Materials were developed and distributed in 1994 for the 1995 program, *Rock Your World - Read!* These materials are produced with the help of a committee of youth services librarians from around the state. The program offers a manual of ideas for youth programs, four-color graphics, clip art by a professional children's book illustrator, and distribution of free "basic kits" by the State Library to all public libraries and their branches. The State Library also provides for the production of additional posters, bookmarks, stickers, certificates, and other promotional items which libraries purchase to supplement their program.

- A publishers' sample collection of current juvenile books administered jointly with the Jefferson City Public Schools. This collection of current titles is used to enhance programs with displays of notable titles. The collection is available for use by any library staff member or interested adult.

- Continuing education activities included a one-day session on reference services, regional workshops to promote the Library-Head Start Partnership, a preschool storytime workshop for the Barry-Lawrence Regional Library staff, and presentations for the regional collection development workshops and summer institute. The consultant also presented programs in March for the Quad-State Paraprofessional Conference conducted by the University of Missouri School of Library Science Extension Division, and the Kansas City Metro Library Children's Services Workshop.

Statistics

The statistical report from underwent a major revision in 1994, as definitions were clarified and the format revised to allow for more consistent reporting of data. The form was field tested with a number of libraries before the final form was distributed. The statistical data elements will be reported in a tabular format for easier comparison. Next year, the data will be incorporated into an electronic database which will allow specific data elements to be extracted into comparative reports.

Publications and Special Projects

The Publications and Special Projects Division develops and produces a variety of publications for all departments of the library, coordinates the statewide library literacy initiative, and administers the Missouri Center for the Book. The office includes a librarian/editor, an editorial/technical assistant, and a family literacy specialist.

The librarian and editorial assistant work with all State Library divisions to develop publications such as brochures, flyers, and news releases that describe and promote the library's services. They produce several regular publications, work on special reports and manuals for the library's divisions, and provide graphics assistance for the statewide summer library program. They also produce publications for cooperative activities with organizations such as the Missouri Library Association and the Missouri Literacy Association. All library publications are typeset and designed in house.

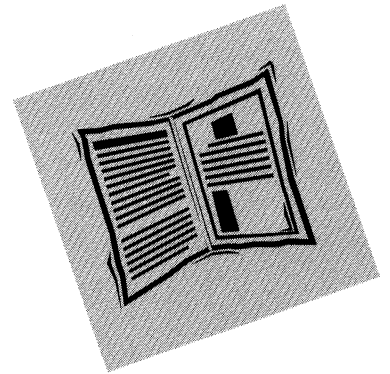
In addition to publications activities, the librarian coordinates the overall literacy program, serves as the State Library's liaison with statewide literacy and humanities organizations, and administers programs for the Missouri Center for the Book. The family literacy specialist, who has received extensive training in family literacy methods, works with librarians to develop collaborative literacy programs and maintains close working relationships with state agencies and educational groups concerned with parenting, child development and welfare, and reading readiness.

State Library Publications

Regular publications issued by the division include *Missouri Libraries*, a bimonthly magazine covering programs and activities of the State Library and news about libraries and librarians across the state, and *Show-Me Libraries*, a professional journal for librarians, library trustees, and friends of Missouri libraries. These publications circulate to more than 2,200 readers. Division staff also typeset and make printing arrangements for other regular publications such as *Info-To-Go*.

Literacy Programming

During 1994, the State Library increased its collaborative efforts with statewide literacy agencies, namely LIFT-Missouri, the Missouri Literacy Association, the Department of Elementary and Secondary Education, and University Extension. With these agencies, the library co-sponsored Missouri's first family literacy conference in June. The conference featured trainers from the National Center for Family Literacy, as well as family literacy practitioners from Missouri. More than 200 people attended the conference and gave high ratings to the majority of the speakers.



Thousands of Missourians receive and use State Library publications, from flyers distributed at conferences and exhibits to magazines providing information about library activities in the state.

Publications and Special Projects

More than 500 Missouri authors are listed on a Center for the Book poster.

Division staff were also responsible for the planning and execution of two of the five regional literacy conferences sponsored by the State Library and five literacy and education agencies.

Under a grant from the Missouri Humanities Council, the State Library presented workshops on literacy and the humanities at three public libraries in the state. These events attracted about 70 participants.

Staff conducted two surveys regarding libraries and literacy during the last year. Results from these surveys will be published in 1995 in an updated edition of *Literacy Activities of Missouri Public Libraries*.

Much effort has been put into developing the State Library's family literacy pilot project. Funded through an LSCA grant, this project will involve four libraries across the state. Three programs at each site will focus on the importance of parenting skills, adult education topics, and reading to and with children. Topics for each library's programs were chosen by local librarians consulting with community Parents As Teachers, Adult Basic Education, and literacy council representatives. Programs will begin in the spring of 1995.

Along with other Missouri literacy providers, State Library literacy staff participated in a two-day Even Start evaluation conducted by two representatives from the U.S. Department of Education. The evaluation team was interested in the type and level of cooperative activities undertaken by each Even Start site in Missouri.

The librarian was involved in planning and participating in the Missouri Literacy Association annual conference, held in August on the campus of the University of Missouri-Columbia. The conference agenda featured a presentation and a round-table discussion on libraries and literacy programming by the librarian.

Additional division activities included answering information requests about literacy and library involvement in literacy activities.

Missouri Center for the Book

In its first full year of operation, the Missouri Center for the Book sponsored several statewide events and services. The Missouri Center's advisory board includes authors, editors, publishers, booksellers, librarians, and civic leaders. Board members take active roles in programs and projects, and serve on one or more committees.

The center was one of 15 state centers for the book to participate in the “Letters About Literature” essay contest, co-sponsored by READ Magazine (Weekly Reader Corporation) and the national Center for the Book in the Library of Congress. The contest was open to students in grades six through 10, and its theme was “Books Change Lives.” Students were asked to write a letter to an author whose book had an impact on their life. Missouri students submitted almost 700 entries. The

[illegible]

Publications and Special Projects

first place winner and four honorable mentions will be honored in the spring of 1995 at a reception hosted by First Lady Jean Carnahan at the Governor's Mansion.

The center developed a poster listing the names of more than 500 Missouri authors and featuring the slogan, "Read a Missouri Author." A grant from the Lila Wallace Readers Digest Fund enabled the center to distribute the poster at no charge to libraries, bookstores, authors, educational associations, and interested individuals.

A grant from the National Book Foundation funded reading and discussion programs in four Missouri communities: Malden, Cape Girardeau, Fulton, and Kansas City. These programs, which took place in the fall, were co-sponsored by the center and the Missouri Humanities Council.

The center's coordinator worked with Dr. Birgit Wassmuth's advanced graphics class at the University of Missouri-Columbia on the creation of a logo for the center. At the end of the semester, students submitted their designs for consideration and selection by the center's board. The new logo, created by Brooke Vangel of Columbia, will be used on all printed materials issued by the center.

During 1994, the center developed and mailed surveys to more than 500 Missouri authors and 300 Missouri bookstores. Survey responses will be compiled into a database to be placed on the Internet. The database also will include writers' groups, Missouri publishers, and other information pertaining to the Missouri literary scene. It is hoped that the database will be available on the Internet in late 1995.

The center mounted an exhibit of books by Missouri authors for the Missouri Association of School Librarians spring conference, and informational exhibits at the Missouri Library Association and Missouri Folklore Society annual conferences.

Future plans for the center include a book fair, a newsletter, a book on Missouri history resources, and publications on Missouri authors.

The Missouri Community of the Book database is a major project of the center. The database will be on the Internet in 1995.

State and Federal Grants

The State Library administers both state and federal grant programs for Missouri libraries. The state program benefits public libraries. The federal program provides funding for all types of libraries.

State Aid to Public Libraries

Under Section 181.060, RSMo, the state legislature appropriates funds that are awarded to eligible public libraries on the basis of population. These are unrestricted discretionary grants. To be eligible, a library must have minimum tax support of 10 cents on \$100 valuation.

A portion of the appropriation may be set aside for one-time grants to newly established libraries. The amount awarded is determined by the state librarian. The remainder is apportioned according to population.

In 1994, the state legislature appropriated \$1,499,448 for state aid. The Governor withheld \$44,983, and Ralls County Library received an establishment grant of \$16,952. The remainder, \$1,437,513, was awarded to 88 municipal libraries, 72 county libraries, four consolidated libraries, and one library serving two school districts. A population of 4,664,650 was served by these libraries, for a total of 30.8 cents per capita. Over the last 10 years, state aid has increased steadily from 35 cents in 1984 to 50 cents in 1991. The low point was 1992, when it was reduced to 23 cents per capita.

Library Services and Construction Act (LSCA)

Congress appropriates funds to be administered by state library agencies. This state-administered grant program includes three titles. Title I provides funds for a variety of public library services, including services to residents of state institutions; literacy; programs for the elderly, the disadvantaged and the handicapped; support for the state li-

Missouri librarians discuss the LSCA application process during a workshop at Salem Public Library. The State Library sponsored six grantwriting workshops in the fall.



State and Federal Grants

brary agency; serving the unserved and the inadequately served; major urban and metropolitan resource libraries; drug programs, child care centers, information referral, and costs for administering the program. Funds are awarded for a two-year period; at the end of that time, unobligated funds revert to the federal government.

Title II is designated for public library construction, which may include new buildings, renovation, technology, preservation, accessibility, expansion or energy conservation, and creating a safe working environment. These funds are awarded for a seven-year period, which can be extended.

Title III funds are used for cooperative projects among all types of libraries. Categories include planning cooperative library networks; establishing, expanding, and operating library networks; planning for statewide resource sharing; technological capacity for interlibrary cooperation and resource sharing; and preservation of library materials.

Title I

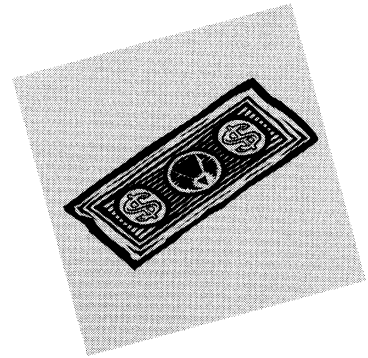
The state library received 96 applications totaling \$1,757,460 from 46 public libraries and 12 state-supported institutions. Funding was approved in the amount of \$356,434 for 39 competitive projects. In addition, \$248,658 was awarded to five libraries and a cooperative to provide consultant services, films and videos, and large print materials to public libraries. The State Library was awarded \$52,600 for extended education, \$432,353 to strengthen the State Library agency, \$7,000 for a literacy program, \$33,334 to administer the LSCA program, and \$100,984 for Wolfner Library for the Blind and Physically Handicapped. A project to establish library service in the only county without library service (Ralls County) was carried over from FY 1993 in the amount of \$20,061. The actual amount spent in this title was \$1,251,282.

Title II

Grants were made to four public libraries in the amount of \$514,657 for two additions, one renovation, and one handicapped access project. Springfield-Greene County Library completed the renovation of a branch building, and Salem Public Library completed an addition and renovation project.

Title III

Five small libraries received automation equipment for access to the statewide database (\$14,270). Kansas City Public Library provided statewide reference service to libraries and residents of Missouri (\$109,500). The State Library maintained the statewide database and enhanced the technological capabilities of libraries (\$322,345).



For almost 40 years, the federal government has contributed funding for the nation's public library service. The scope of the program has changed over the years to reflect changing information needs.

State and Federal Grants

The Statewide Reference Center staff answered more than 6,000 reference requests in 1994.

MISSOURI NEWS-CLIPPING
Press
Missouri Press Clipping Bureau
800 Local Columbia, MO 65201
Democrat-News
Marshall (Saine Co.)
Circulation: 4200
DATE

Library service offers answers with 800 number

By Holly Forsman
Staff writer

What can you do if you live in an area of rural Missouri with limited library services? You can call the toll-free number of the Missouri Statewide Reference Center, based in the Kansas City Public Library.

"The original idea for a reference service came from the state library knowing there was a need for small libraries who don't have large collections, money or certain reference materials," Carol Schroeder, statewide Missouri reference specialist said. "The idea was that one of the larger libraries in the state would contract to provide a reference service which could act as a support system for small libraries to call."

The staff answers questions on a wide variety of subjects such as business information, poetry, historic facts, trivia and recipes.

"We're really a ready reference service," Schroeder said, "which means a quick question like biographical information on a famous person, spelling or information on quotations."

The small rural libraries are the biggest supporters of the service, she added.

Schroeder emphasized that the service is not there to replace local libraries but to give them added assistance.

There are counties with only one library, or their hours are limited," she said. "And there are many people who without a nearby library at all. The libraries do their best, but now they have an option if they can't find something for the customer."

The center, which is located right in the middle of the reference area of the Kansas City Library, does things the old-fashioned way without computers except for periodical searches and to house the collection catalogue.

"We also have the option of using other members of our reference staff who can help access information," Schroeder said.

The brainchild of Associate Director Anna Horn, who wrote the proposal grant and set up the service three years ago, the center is funded through a Library Services and Construction Act grant which is administered by the State Library.

Schroeder said librarians account for most of their referrals and that school librarians and students are beginning to call.

"Most of our callers are just people with a question," Schroeder said. "We have a 60-minute limit on a question, but we hope for 15 minutes."

The center, which is in its third year of operation, has to re-apply for renewal of its grant annually and has a certain number of calls it is supposed to receive.

"Each year we send out a survey asking how libraries and individuals felt about the service so we can prove that people use us," Schroeder said.

The service averaged 39 calls in its first few months of inception and now averages 600 to more than 700 questions a month.

Schroeder admits to getting some oddball calls.

"We had a gentleman call who wanted information on foot fetishes," she said. "One man wanted to know how credit cards backed-up because he didn't enjoy his vacation and wanted a refund."

There are questions that even this library can't answer.

"People call us first because we're an 800 number," Schroeder said. "We get calls for legal, medical and social problems we can't answer."

Schroeder said the staff will refer those calls to the proper avenues, but most of the time they're able to find the answers.

"People need information; if they're way out there in rural Missouri and don't have a source they can call us," Schroeder said.

The center is accessible to anyone in Missouri at (800) 633-0603 between the hours of 9 a.m. to 5 p.m., Monday through Friday, and 1 to 5 p.m. on Sundays.

Summary of Expenditures by Category for FY 1994

TITLE I Category	Number of Projects	Amount
Unserved	1	18,674
Inadequate Service	27	477,196
Physically Handicapped	1	100,984
State Institutions	16	35,362
Strengthening State Library	1	360,695
Major Urban Resource Libraries	4	97,361
Limited English	1	24,558
Elderly	2	75,406
Community Info Referral Centers	1	1,189
Literacy	3	12,794
Handicapped	1	12,251
Child Care Centers	1	5,622
Administration	1	29,290
TOTAL TITLE I	60	1,251,282

TITLE II		
Additions/Renovations	2	236,476*

**expenditures for projects completed during the year*

TITLE III		
Technological Capacity for Resource Sharing	8	446,115

Reference Services

Frank B. Pascoe, Director
Nancy Doering, Reference Librarian/Cataloger
Bryan Dunlap, Assistant State Documents Librarian
John Finley, State Documents Librarian
Kate Graf, State Census Data Center Coordinator
Harriet McIntyre, Reference Assistant
Darla Parkes, Reference Librarian
Janice Watson, Federal Documents Librarian
Lynne Haake, Interlibrary Loan Program Specialist
Beth Hackman, Federal Documents Program Specialist
Leann Hager, Technical Services Program Specialist
Virginia Kirchhoff, Technical Services Program Specialist
Mary Jane Stokes, Interlibrary Loan Program Specialist
Laura Ann Welch, Reference Program Specialist

Wolfner Library

Elizabeth Eckles, Director
Ruth Hemphill, Services Librarian
Terry Crupe, Reference Librarian
Pam Finley, Children's Librarian
Archie Andrews, Machines Coordinator
Kenneth Gilliam, Circulation Coordinator
Rusty Hernandez, Clerk
Mike Hubbard, Clerk
Carol Mathews, Reader Advisor
Paul Mathews, Reader Advisor
Bonnie O'Donnell, Administrative Assistant
Carol Quinn, Clerk
Virginia Ryan, Reader Advisor
Lisa Sanning, Reader Advisor
Timothy Scott, Clerk
Jeffrey Strubberg, Clerk
Pam Walker, Clerk
Ozzie B. Withers, Automation Coordinator
Norvella Young, Tapes Coordinator

Library Development

Barbara Reading, Acting Director
Patti Dudenhoeffer, Administrative Assistant
Cleet Helms, Computer Technician
John Kranick, Information Technology Specialist
Judy Muck, General Consultant
James Nelson, General Consultant
Maria Reed, General Consultant
John A. (Tony) Wening, General Consultant

In Missouri, there are ...
165 public libraries
212 public library
branches
96 academic libraries
120 special libraries
1,732 school libraries
1,213 public library
trustees

State Library Staff

Publications and Special Projects

Madeline Matson, Director
Letitia Hise, Publications Coordinator
Kellie Quinn, Special Projects Coordinator

Administration

Dr. Stanley A. Gardner, Acting State Librarian
Jerry Bennett, Accountant
Frances McKinney, LSCA Coordinator
Wyvonna Neeley, Administrative Assistant
Brenda Rieke, Executive Assistant

Central Services

Larry Lepper, Coordinator
Donna Harrison, Mail Clerk

Credits

Cover graphic by Brooke
Vangel, Columbia

Photographs:

- p. 1- Lloyd Grotjan
- p. 9- National Library
Service
- p. 11- Barbara Reading
- p. 20- Salem News

Editor: Madeline Matson
Typesetter: Letitia Hise

This report was published
with funds from Title I of the
federal Library Services and
Construction Act.

Z
732
.M82
A655
1994

AUG 11 1995



LIBRARY
MISSOURI SOUTHERN STATE COLLEGE

PUT IT BACK
Book Returned Without Card
Will Incur Service Charge

Z 732 .M82 A655 1994

Missouri State Library
annual report

WITHDRAWN FROM
MISSOURI STATE LIBRARY